

2024 NASPEs AWARD

Eva N. Santos Communication Awards

Nominations from dues-paying states are considered for eligibility. Nominated leaders and programs should have a positive effect on the administration of state human resource programs. A state's central human resource department or line agency human resource operations may administer nominated programs.

Programs and projects must have been operational for at least six months and must be transferable to other states. Selection criteria are based on the questions asked on the award application. Included in this packet are the specific criteria for each award and their categories. Nominations are encouraged in all areas of human resource management administration.

NOMINATION INFORMATION

Title of Nomination: GOAL Leadership Program communications campaign

State: IL

Contact Person: Cathy Kwiatkowski

Contact's Title: Senior Policy Advisor

Agency: IL Department of Central Management Services

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E-mail: Cathy.Kwiatkowski@Illinois.gov

NOMINATOR INFORMATION

Nominator: Sarah Kerley

Title: Chief Administrative Officer

State: IL

Agency: Illinois Department of Central Management Services

Telephone: 312-718-1317

E-mail: Sarah.Kerley@Illinois.gov

ALL SUBMISSIONS MUST:

- Meet all eligibility requirements
- Meet deadline requirements
- Include a complete nomination packet
- Conform to all copyright laws

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DETAILS

Feel free to include links to websites and snapshots as part of your nomination.

1. Please provide a brief description of the submission.

In 2023, CMS implemented the inaugural cohort of a leadership program called G.O.A.L. The communication materials for the G.O.A.L. program was intended to raise awareness of the new and innovative leadership training opportunity. More importantly, the communications were necessary to give gravitas to the program and prestige to the fellows selected for this competitive program. The G.O.A.L. website provides not only a one-stop shot for information on the program, it also houses information, graphics, and videos about the inaugural cohort of the program. Moreover, the branding for this program was elevated and consistent, underscoring the quality of the programming and participants. The branding of the G.O.A.L. program was design to be a balance between collegiate inspiration and professional collegiality. It aimed to instill confidence in participants, signaling that they're part of a transformative experience. With its uplifting design, the brand was participants that they're embarking on a journey of growth and collaboration in achieve the shared missions of the State of Illinois.

[G.O.A.L. website](#)

[YouTube videos – 2023 Cohort](#)

[Related G.O.A.L. Communications Materials](#)



2. How long has the submission been in existence?

March 2023 and ongoing.

3. Why was this submission created?

CMS Bureau of Personnel is working to develop expansive professional development curriculum, including a leadership curriculum. However, the need for development of leaders and providing tools for existing leaders was needed much more quickly. Most importantly, this program needed to be set apart, both in the recruitment and selection, and the recognition of participants. The program is something special and the communications strategy underscores that at every turn.

4. How does this submission support the goals and objectives of your agenda/department?

CMS Bureau of Personnel is building out its employee experience infrastructure as part of its transition from transactional HR to a proactive, strategic partner. In order to not only entice applicants to participate in a new program that would require a lot of work and time away from their typical work, the communications strategy clearly reflected that this project was different than your typical training. The leadership training works to build relationships as well as leadership skills. The communications materials for the program capture those relationships as

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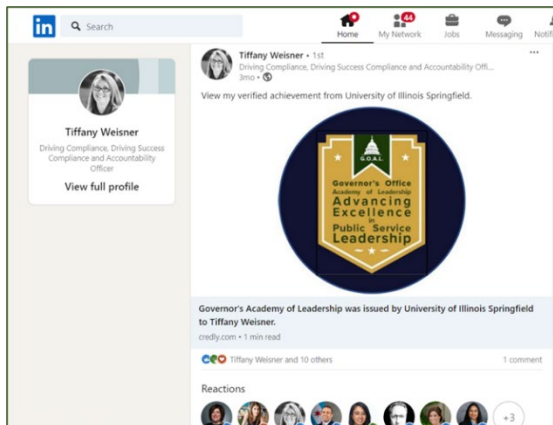
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they are being built, document fellows' self-reflection, and serve to elevate the importance of this program.

5. Have you been able to measure the effectiveness of this submission? If so, how?

Yes. The communications campaign was intended to reflect the selectivity and prestige of the program to drive interest in participation and recognition of the extraordinary skillsets being created through the program. The campaign served to raise awareness of the opportunity as evidenced by over 200 applications for a 30-person cohort. Moreover, the G.O.A.L. program is recognized as tooling tomorrow's leaders for success as evidenced by the promotion of 9 of the 28 inaugural graduates since beginning the program.



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